



## Service and Product Providers: Build Your Business with ENERGY STAR®

The simple  
choice for  
energy  
efficiency.



September 2016

### Let ENERGY STAR Be Your Market Advantage

*Look to ENERGY STAR to help you bring value to your customers and more sales to your organization.*

Service and Product Providers (SPPs) are integral in helping existing commercial buildings use energy more efficiently. Partnering with ENERGY STAR provides you with greater facilitated access to no-cost tools and resources to help you devise and implement energy-efficient strategies that are right for your customers:

- **Leverage the ENERGY STAR Brand:** Use the nationally recognized ENERGY STAR partner logo on your website and promotional materials to symbolize your commitment to delivering energy efficiency and financial savings to customers.
- **Provide an Additional Service that Building Owners Want:** Capture the market-driven demand for ongoing building energy benchmarking services. More than 45 percent of commercial building square footage in the U.S. has been benchmarked in Portfolio Manager®, with demand furthered in recent years by the growing trend of building energy reporting and disclosure mandates at the state and municipal level.
- **Motivate Clients with the ENERGY STAR:** Provide value to your clients through formal EPA recognition for their top-performing buildings, in the form of ENERGY STAR Certification. Existing building that receive an ENERGY STAR score of 75 or higher on EPA's 1–100 energy performance scale are eligible for certification<sup>1</sup>. Leverage ENERGY STAR campaigns such as the National Building Competition to motivate clients, and building occupants, to strive for greater improvement.
- **Align with a Proven Strategy:** Compare your approach with the U.S. Environmental Protection Agency (EPA) Guidelines for Energy Management, a framework based on years of ENERGY STAR partner successes pursuing superior energy efficiency. Show your customers that your work with them aligns with EPA's best practices for strategic energy management.
- **Earn Recognition for Your Success in Improving Customers' Energy Performance:** Work with our team to get success stories of your energy efficiency projects for customers posted on the ENERGY STAR web site. Earn national recognition for your business by applying for the ENERGY STAR Partner of the Year Awards!
- **Build Relationships through the ENERGY STAR Partner Network:** Use the ENERGY STAR partner listings, and periodic in-person networking opportunities like the annual Partner Meeting, to identify and engage building-owner organizations that have prioritized energy efficiency and seek help in furthering improvements in energy performance.
- **Increase Visibility to Potential Customers:** As a partner, your organization will be listed in the online "Most Active SPP Partners" directory in recognition of your experience helping customers to benchmark building energy performance and earn the ENERGY STAR. Reach out to the ENERGY STAR team to explore other opportunities to share your story with a national audience – such as presenting on an ENERGY STAR webinar, or collaborating with EPA personnel on articles or conference presentations.

#### Look to ENERGY STAR

Businesses across the economy are saving energy and experiencing remarkable financial results with the help of ENERGY STAR. On average, buildings that have earned the ENERGY STAR use 35 percent less energy and generate one-third less carbon dioxide than their industry peers.

### Become an ENERGY STAR Service and Product Provider Partner

To learn how to become an ENERGY STAR SPP partner and to apply online, visit <http://www.energystar.gov/join> and click "Commercial and Industrial Service and Product Providers."

<sup>1</sup> Commercial building types for which an ENERGY STAR score is not available can benchmark performance based on Energy Use Intensity

ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at [energystar.gov](http://energystar.gov).



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## Learn More about the Tools and Resources ENERGY STAR Can Offer You

*Use these tools and resources to develop strategies and quantify improvements in the energy performance of your customers' facilities and to market your expertise to potential customers.*

- **EPA's ENERGY STAR Portfolio Manager®:** Measure and track energy consumption using the no-cost, online Portfolio Manager tool. Help customers prioritize opportunities for improvement, set performance goals, and benchmark progress by comparing a facility against similar buildings nationwide, or against others within a portfolio. For commercial buildings eligible to receive an ENERGY STAR 1–100 energy performance score, encourage customers' buildings earning a 75 or higher to apply for the ENERGY STAR. Commercial buildings for which ENERGY STAR does not provide a 1–100 score can use the Energy Use Intensity metric to determine whether the building is above, at, or below the national median energy intensity for that building type. [www.energystar.gov/benchmark](http://www.energystar.gov/benchmark).
- **Most Active Service and Product Providers List:** Building owners and managers use this list to find providers most familiar with ENERGY STAR tools and resources. Providers listed have demonstrated expertise in helping customers to benchmark their buildings' energy performance using Portfolio Manager, or have helped customers to earn the ENERGY STAR certification for buildings. Your listing will direct customers to your Web site, maximizing the Most Active list as a business expansion tool. [www.energystar.gov/sppmostactive](http://www.energystar.gov/sppmostactive).
- **Other Online Listings:** Your Professional Engineers and Registered Architects can earn a spot on the ENERGY STAR Licensed Professionals Directory to help customers obtain verification for the ENERGY STAR certification application. Locate Special Offers and Rebates for customers on the ENERGY STAR Web site and purchase or list ENERGY STAR products at <http://www.quantityquotes.net>.
- **Financial Evaluation Tools:** Access the Building Upgrade Value Calculator, Financial Value Calculator, and Cash Flow Opportunity Calculator to quantify and communicate financial returns in persuasive business terms. <https://www.energystar.gov/buildings/facility-owners-and-managers/existing-buildings/find-financing/calculate-returns-energy-efficiency>
- **Communication Materials:** To capture the full value, EPA helps you promote your partnership with ENERGY STAR. Find sample press releases, co-brandable posters, and more in our ENERGY STAR Tools & Resources Library. You'll also find factsheets about Data Trends EPA has found in benchmarking data, collateral making the business case for energy management in a variety of sectors, and an ever-growing set of materials for motivating and engaging building occupants in improving energy performance. [www.energystar.gov/buildings/tools-and-resources](http://www.energystar.gov/buildings/tools-and-resources).

### Help Your Clients Improve Their Bottom Line through Energy Efficiency

**Healthcare:** Every dollar a nonprofit healthcare organization saves on energy has the equivalent impact on the bottom line as increasing revenues by \$20 for hospitals and \$10 for medical offices.

**Hospitality:** Through a strategic approach to energy efficiency, a 10 percent reduction in energy costs is equivalent to increasing RevPAR by \$0.60 for limited-service hotels and more than \$2 for full-service hotels.

**Office Buildings:** Energy use represents one-third of typical operating budgets of office buildings. If a 300,000 square foot office building pays \$2 per square foot in energy costs, then a 10 percent reduction in energy consumption is equal to an additional \$60,000 of net operating income. At a 6 percent capitalization rate, this results in a potential asset value boost of \$1 million!

**Retail:** A 10 percent decrease in energy costs has an equivalent impact on operating income as a 1.3 percent increase in sales for the average retail store.

To learn more, visit: [www.energystar.gov/SPPresources](http://www.energystar.gov/SPPresources).

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